Course Outline		
FILM6035 Visual Workshop (3)		**BINUS** UNIVERSITY
		Study Program Visual Communication Design
Effective Date 01 September 2016		**Revision** 1

1. Course Description

This Course comprises Audio Visual Production principles, Audio Visual elements, design process and production relating to latest Audio Visual Technology. This course give student basic knowledge related with Audio Visual Production.

2. Graduate Competency

Each course in the study program contributes to the graduate competencies that are divided into employability and entrepreneurial skills and study program specific outcomes, in which students need to have demonstrated by the time they complete their course.

BINUS University employability and entrepreneurial skills consist of planning and organizing, problem solving and decision making, self management, team work, communication, and initiative and enterprise.

2.1. Employability and Entrepreneurial Skills

Aspect	Key Behaviour

2.2. Study Program Specific Outcomes

Study Program Specific Outcomes
(SO-1 AN) - Able to conduct research and explore ideas based on goals and objectives in animation creation to define concept of animation work by considering visual aspects, aesthetics, communication, ethics, and intercultural (cross-culture).
(SO-2 AN) - Able to overcome the problems in mass communication, education or entertainment through the process of creating animation with aesthetic and innovative.
(SO-3 AN) - Able to analyze the efficiency level of resource utilization, engineering, technology, and time in the process of creation without changing the essence and aesthetic design.
(SO-4 AN) - Able to criticize and appreciate animation with ethical aspects, historical, cultural, personal, critical, aesthetic, and value added.
(SO-5 AN) - Able to communicate visual message through the process of translation motion expression.

3. Topics

- Introduction to Digital and Film Systems
- Before Begin Production
- The Video Camcorder
- The Lens
- The Video Image
- The Film Camera
- The Film Image
- Shooting the Movie
- Sound Recording Systems
- Sound Recording Techniques
- Lighting

- Picture and Dialogue Editing
- Editing Digital Video
- Sound Editing and Mixing
- Working with Film Postproduction
- Producing and Distributing the Movie

4. Learning Outcomes

On successful completion of this course, student will be able to:
- LO 1: Create Create simple audio visual production
- LO 2: Choose Choose suitable application to deal with audio visual elements
- LO 3: Analyze Analyse process of audio visual production

5. Teaching And Learning Strategies

In this course, the lecturers might deploy several teaching learning strategies, including case studies, Demonstration, and Presentation.

6. Textbooks and Other Resources

6.1 Textbooks

1. Ascher, Steven. (2013). *The Filmmaker's Handbook : A comprehensive Guide for the Digital Age*. 00. Penguin Books Ltd.. USA. ISBN: 978-0-452-28678-8.
2. Ascher, Steven. (2013). *The Filmmaker's Handbook : A comprehensive Guide for the Digital Age :2013 Edition*. 02. Penguin Books. usa. ISBN: ISBN: 978-0-452-2867.

The book in the first list is a must to have for each student.

6.2 Other Resources

1. http://www.qubecinema.com/events/news/2013/qube-cinema-supports-cinecolor-its-transition-digital-cinema-latin-america
2. https://www.youtube.com/watch?v=MvMu5YivAw0
3. http://westcityfilms.com/wp-content/uploads/2015/03/Filmmakers_Handbook-4th-ed_Before_You_Begin2.pdf
4. http://www.nytimes.com/2014/04/12/business/media/battle-for-the-bigger-screen.html?_r=0
5. http://westcityfilms.com/wp-content/uploads/2015/03/Filmmakers_Handbook-4th-ed_Before_You_Begin2.pdf
6. http://www.videoguys.com/Guide/E/Videoguys+System+recommendations+for+Video+Editing/0x4aebb06ba071d2b6a2cd784ce243a6c6.aspx
7. http://www.youtube.com/watch?v=wshFZDu3JeQ
8. http://www.videoguys.com/Guide/E/Videoguys+System+recommendations+for+Video+Editing/0x4aebb06ba071d2b6a2cd784ce243a6c6.aspx
9. http://www.shots.net/home.asp
10. http://www.videomaker.com/article/14579/
11. http://www.videoguys.com/Guide/E/Videoguys+System+recommendations+for+Video+Editing/0x4aebb06ba071d2b6a2cd784ce243a6c6.aspx
12. http://www.videomaker.com/article/2337/
13. http://www.videomaker.com/article/2337/
14. http://www.nytimes.com/2014/04/12/business/media/battle-for-the-bigger-screen.html?_r=0
15. http://www.videoguys.com/Guide/E/Videoguys+System+recommendations+for+Video+Editing/0x4aebb06ba071d2b6a2cd784ce243a6c6.aspx
16. http://www.pronetadvertising.com/articles/creative-commercials-that-youll-never-forget.html
17. http://www.videomaker.com/article/2337/
18. http://www.mediacollege.com/video/editing/tutorial/methods.html
19. http://www.movieoutline.com/articles/story-planning-and-how-to-step-outline-a-screenplay.html

7. Schedule

Theory

Session/ Mode	Related LO	Topics	References
1 F2F	LO 1 LO 2	Introduction to Digital and Film Systems - Digital video systems - High Definition Digital Formats	- Power Point Session 1 Intro to Digital and Film System - Power Point Session 1 Intro

		- Digital Cinematography system - Standard Definition Digital Format - Standard Definition Analog Format	to Digital and Film System, http://www.qubecinema.com/events/news/2013/qube-cinema-supports-cinecolor-its-transition-digital-cinema-latin-america
2 F2F	LO 1 LO 2	Before Begin Production - Formats for the big and smaller screens - Color and sensitivity to light - Sharpness and focus - Aspects Ratio Choices - Frame Rate and Scanning Choices - Choosing a Camera - Workflow Palnning	- Power Point Session2 Before Begin production - Power Point Session2 Before Begin production, http://www.nytimes.com/2014/04/12/business/media/battle-for-the-bigger-screen.html?_r=0
3 F2F	LO 1 LO 2	The Video Camcorder - View Finder and Monitor Set up - Picture Controls - Recording to Cards, Drives, and Optical Discs - Type Of Media - Managing Data and Shoots - Recording to Digital Tape - Operating The Camcorder - Camera Sensitivity	- Power Point session 3 - Power Point - The Filmmaker's Handbook : A comprehensive Guide for the Digital Age :2013 Edition., http://westcityfilms.com/wp-content/uploads/2015/03/Filmmakers_Handbook-4th-ed_Before_You_Begin2.pdf - The Video Camcorder, http://www.nytimes.com/2014/04/12/business/media/battle-for-the-bigger-screen.html?_r=0 http://westcityfilms.com/wp-content/uploads/2015/03/Filmmakers_Handbook-4th-ed_Before_You_Begin2.pdf
4 F2F	LO 1 LO 2	The Lens - Focal Lenght and Perpective - Focusing the Image - Choosing a Zoom Lens - Prime Lenses - Close Focusing - The Lens Mount	- Power Point Session4 - Chapter 4 - Video eDITINGV, http://www.videoguys.com/Guide/E/Videoguys+System+recommendations+for+Video+Editing/0x4aebb06ba071d2b6a2cd784ce243a6c6.aspx
5 F2F	LO 1 LO 2 LO 3	The Video Image - Forming The Video Image - Understanding and Controlling Contrasts - Video Color System - Time Code - Pixel and Resolution - File Format and Data Exchange - Compression Methods	- Power Point Session 5 - Ppt - Video Maker, http://www.videomaker.com/article/14579/
6 F2F	LO 3	The Film Camera - The Film Gates and Shutters - Camera Speeds and Motor - Viewing Systems - Camera Film Capacity	- Power Point Session 5 - Chapter 5 - Video Maker, http://www.videomaker.com/article/2337/
7 F2F	LO 2 LO 3	The Film Image - Properties of the Film Stock - Contrast of the Image - Sharpness - Choosing a Raw Stock - The Light Matter and Exposure Controls	- Power Point Session 6 - Chapter 6 - Video Maker Article, http://www.videomaker.com/article/2337/

		- Light Meters - The Film Lab during Production	
8 F2F	LO 1 LO 2	Shooting the Movie - The Goals Of Production - Composition and shot selection - The Moving Camera - Style and direction - Dramatic Film - Documentaries - Preparing for Production - Preparing the Script and Approach	- Power Point Session 7 - chapter 7 - Creative Commercials, http://www.pronetadvertising.com/articles/creative-commercials-that-youll-never-forget.html
9 F2F	LO 2 LO 3	Sound Recording Systems - How Audio Is Recorded - Digital and Analog Audio Recording - Preparing for a Shoot - Recording Technique - Setting the Recording Level - Music, narration, and Effects	- Power Point Session 8 - Chapter 8 - System Recomendation for Video Editing, http://www.videoguys.com/Guide/E/Videoguys+System+recommendations+for+Video+Editing/0x4aebb06ba071d2b6a2cd784ce243a6c6.aspx
10 F2F	LO 2 LO 3	Sound Recording Techniques - Preparing for a Shoot - Recording Technique - Setting the Recording Level - Music, narration, and Effects	- Power Point Session 8 - Chapter 8 - Video Maker, http://www.videomaker.com/article/2337/
11 F2F	LO 2 LO 3	Lighting - Lighting Equipment - Lighting Techniques - Lighting Style - Positioning Lights - Controling Lighting Contrast - Special Lighting Effects - Location Lighting	- Ppt. Session 9 - Chapter 9 - Editing tutorial, http://www.mediacollege.com/video/editing/tutorial/methods.html
12 F2F	LO 2 LO 3	Picture and Dialogue Editing - Some Film Theory - Approaches to Editing - Dialogue Editing - Editing Process	- PPt. Session 10 - Chapter 10 - Outline the screenplay, http://www.movieoutline.com/articles/story-planning-and-how-to-step-outline-a-screenplay.html
13 F2F	LO 2 LO 3	Editing Digital Video - Component of a Nonliner Editing System - How The NLE play and Edit Media - Postproduction Workflow	- PPt. Session 11 - Chapter 11 - Opening Anymates, https://www.youtube.com/watch?v=MvMu5YivAw0 - Video Editing, http://www.videoguys.com/Guide/E/Videoguys+System+recommendations+for+Video+Editing/0x4aebb06ba071d2b6a2cd784ce243a6c6.aspx
14 F2F	LO 1 LO 2	Sound Editing and Mixing - The Sound Editing Process - Sound Editing tools - Sound Editing Technique	- PPt. Session 11 - chapter 11 - Video Editing, http://www.videoguys.com/Guide/E/Videoguys+System+recommendations+for+Video+Editing/0x4aebb06ba071d2b6a2cd784ce243a6c6.aspx

15 F2F	LO 1 LO 2 LO 3	Working with Film Postproduction - Film-Digital Workflow - Telecine Option and Control - Recording Format and Scanning Option - Film Projection - Image Control - Audio Option - Film Transfer Data - Digital Sound Tracks	- PPt. Session 12 - Chapter 12 - Film Post-Pro, http://www.youtube.com/watch?v=wshFZDu3JeQ
16 F2F	LO 1 LO 2 LO 3	Producing and Distributing the Movie - Developing the Project - Budgets - Legal and Copyrights Issues - Distribution and Marketing	- PPt. Session 13 - Chapter 13 - Producing and Distributing the Movie, http://www.shots.net/home.asp
17 F2F	LO 1 LO 2	Sound Editing and Mixing - The Sound Editing Process - Sound Editing tools - Sound Editing Technique	- PPt. Session 11 - chapter 11 - Video Editing, http://www.videoguys.com/Guide/E/Videoguys+System+recommendations+for+Video+Editing/0x4aebb06ba071d2b6a2cd784ce243a6c6.aspx
18 F2F	LO 1 LO 2 LO 3	Working with Film Postproduction - Film-Digital Workflow - Telecine Option and Control - Recording Format and Scanning Option - Film Projection - Image Control - Audio Option - Film Transfer Data - Digital Sound Tracks	- PPt. Session 12 - Chapter 12 - Film Post-Pro, http://www.youtube.com/watch?v=wshFZDu3JeQ
19 F2F	LO 1 LO 2 LO 3	Working with Film Postproduction - Film-Digital Workflow - Telecine Option and Control - Recording Format and Scanning Option - Film Projection - Image Control - Audio Option - Film Transfer Data - Digital Sound Tracks	- PPt. Session 12 - Chapter 12 - Film Post-Pro, http://www.youtube.com/watch?v=wshFZDu3JeQ
20 F2F	LO 1 LO 2 LO 3	Producing and Distributing the Movie - Developing the Project - Budgets - Legal and Copyrights Issues - Distribution and Marketing	- PPt. Session 13 - Chapter 13 - Producing and Distributing the Movie, http://www.shots.net/home.asp

8. **Evaluation**

Theory

Assessment Activity	Weight	Learning Outcomes		
		1	2	3
Assignment	50%	√	√	
Mid Exam	20%	√	√	
Final Exam	30%	√	√	√

Practicum

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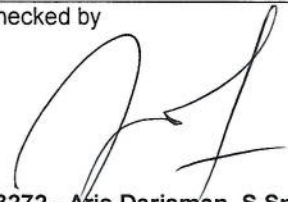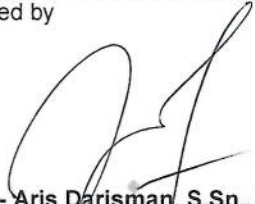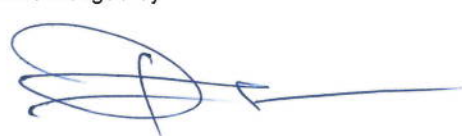
Final Evaluation Score

Aspects	Weight
Theory	100%
Practicum	0%

9. **A. Assessment Rubric (Study Program Specific Outcomes)**

LO	Indicators	Proficiency Level			
		Excellent (85 – 100)	Good (75 – 84)	Average (65 – 74)	Poor (<= 64)
LO 1	1.1. Ability to describe Audio Visual Programe Production with the appropriate procedure	The Audio Visual Programe Production with the appropriate procedure is clearly and completely described with correct human proportions	The Audio Visual Programe Production with the appropriate procedure is not completed in a given due time with fully correct human proportions	The Audio Visual Programe Production with the appropriate procedure not completed in a given due time with mostly correct human proportions	The Audio Visual Programe Production with the appropriate procedure completed in a given due time with moderately correct human proportions
	1.2. Ability to produce Audio Visual Programe in different Theme	Produce Audio Visual Programe with Different themes with fully correct production Planning	Produce Audio Visual Programe with Different themes with mostly correct production Planning	Produce Audio Visual Programe with Different themes with moderately correct production Planning	Produce Audio Visual Programe with Different themes poorly correct production Planning
LO 2	2.1. Ability produce editing and mixing audio for the Audio Visual aplication	Produce all editing and mixing audio in various sequence	Produce all editing and mixing audio in limited sequence	Produce limited editing and mixing audio in limited sequence	produce very limited editing and mixing audio in limited sequence
	2.2. Ability to create editing and mixing audio from the certain theme	Editing and mixing from all 5 theme correctly in a certain period of time given	Editing and mixing from all 4 theme with correctly in a certain period of time given	Editing and mixing from all 3 theme correctly in a certain period of time given	Editing and mixing from all 3 theme correctly in a certain period of time given
LO 3	3.1. Ability produce editing and mixing audio for the Audio Visual aplication	Produce all editing and mixing audio in various sequence	Produce all editing and mixing audio in limited sequence	Produce limited editing and mixing audio in limited sequence	produce very limited editing and mixing audio in limited sequence
	3.2. Ability create audio visual project with different theme	create audio visual	create audio visual	create audio visual	create audio visual

		project with different theme all correct technique in good detail	project with different theme that show mostly correct technique in good detail	project with averagely correct technique in good detail	project with poor technique in good detail

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